

IN THE CLAIMS

Please cancel claims 1-16, without prejudice or disclaimer.

Please add new claims 17-28 as follows:

Claims 1-16 (canceled).

17. (new) A system for utilizing information carriers in shopping centers, leisure facilities or similar commercially used facilities including supply structures and sources, including shops and restaurants, that are accessible and connected to each other via corridors, and including a plurality of facility-owned transport carts made available to the public for transporting purchases and/or other objects, the system comprising:

a plurality of information carriers disposed across the area of said facility, each information carrier having associated therewith a triggering device for triggering the issuance of a plurality of different items of media content, including different advertisements or textual, graphic and/or acoustic information items, from each respective information carrier; and

a plurality of signal emitters, wherein each of said plurality of transport carts is provided with a respective one of the plurality of signal emitters for emitting a discrete identity signal that is characteristic for the specific transport cart;

wherein the respective triggering device of each information carrier is switchable by each identity signal of the plurality of signal emitters as an activation signal.

18. (new) The system of claim 17, wherein each of the plurality of information carriers is configured so as to be switched on and off by its respective triggering device for the duration of switch-on times of selectable lengths.

19. (new) The system of claim 17, wherein each of the plurality of information carriers is provided with a pre-programmed standard display which changes a displayed image from a current displayed image to a different displayed image at least once or with a predetermined frequency, if the pre-programmed standard display is triggered by a respective signal emitter of one of the plurality of transport carts.

20. (new) The system of claim 17, wherein each of the plurality of signal emitters includes a transponder arranged on the respective transport cart.

21. (new) The system of claim 20, wherein each of the plurality of information carriers is equipped with a transmitter/receiver for interrogating data encoded in each respective transponder.

22. (new) The system of claim 17, wherein each of the plurality of information carriers includes a counting device for acquiring and storing a number of the activation signals received per unit of time.

23. (new) The system of claim 22, wherein each of the plurality of information carriers includes a time cycling device which, upon recognition of a static activation signal for a specific item of media content, either suppresses repetition of the specific item or limits the specific item to pre-programmed time intervals.

24. (new) The system of claim 17, wherein each of the plurality of information carriers includes a prevention device which, upon being triggered by a first signal emitter, prevents at least during a switched-on time period the respective display of the each respective information carrier from being activated again by the remainder of the plurality of signal emitters.

25. (new) The system of claim 17, further comprising:
a wireless remote control system for providing the plurality of different items of media content, including different advertisements or textual, graphic and/or acoustic information items, to each of the plurality of information carriers.

26. (new) The system of claim 17, further comprising:
a central computer for supplying the plurality of different items of media content, including different advertisements or textual, graphic and/or acoustic information items, to each of the plurality of information carriers connected to the central computer;
wherein the supplied items of media content are temporarily issued by each respective information carrier.

27. (new) The system of claim 26, wherein the central computer acquires and processes statistical data including the frequency of the triggering of each of the plurality of information carriers.

28. (new) The system of claim 17, wherein each of the plurality of information carriers includes:

a mini-computer having:

a programmable memory for storing the plurality of different items of media content to be temporarily issued; and

a statistics memory for storing collected statistical data.